



# Regional Director Appointment Brief April 2021



# Welcome

**I am so pleased that you are interested in Place2Be and thank you for taking time to consider our role of Regional Director.**

This is a really exciting time for Place2Be, a pivotal point in our journey where the end goal is high quality effective mental health support accessible to children in all schools nationwide by 2025. The field of children's mental health has never been so high on the agenda or in such need. We've seen the impact of the global pandemic first hand through our frontline work in schools, and it has also highlighted the enormous value of embedded, accessible, early support.

Over the past 25 years, we have grown as an organisation refining and developing our practice, embracing a whole school approach to mental health in schools. Our teams are integrated into the fabric of the school, thinking holistically, speaking a language of education and health.

Our business strategy has set an ambitious target to double our direct in school services by 2025. We know from our evidence the impact our services have for the communities we support. We are now seeking a Regional Director to be part of this next stage of our journey, leading a highly passionate and committed team.

We are looking for an individual who shares our passion for our work and our values; someone who will constructively challenge whilst at the same time support and enable growth, development, innovation and collaboration. I do hope that you will be inspired to apply, to an organisation I am truly proud to be part of.

We will be delighted to receive your application!



**Catherine Roche, CEO**



# About us

Place2Be is the leading children's mental health charity providing in-school support and expert professional development to improve the emotional wellbeing of children and young people, families, teachers and school staff.

Place2Be provides children's mental health services in over 700 primary and secondary schools, reaching a total school population of over 380,000 pupils. Our teams provide a range of services in our partner schools to build resilience early in life through counselling, creative work and play and support a child's ability to engage in school life. Our work, focused on early intervention, is part of the 'comprehensive CAMHS system'.

Through our professional development programme, we are training c1200 Counsellors on Placement each year who build their mental health and counselling skills and experience through practice in our partner schools. We also provide a range of professional development programmes on mental health and wellbeing for school leaders, teachers and other professionals who work with children and young people, so we can help to build 'mentally healthy' schools and communities where all children can thrive and flourish.

We continue to pilot, trial and explore new ways in which we can develop our practice as well as share learning, expertise and findings from the robust evidence and evaluation we gather. HRH The Duchess of Cambridge is our Royal Patron and Place2Be is one of the founding charity partners of Heads Together. We also work collaboratively with a range of charities and expert organisations to leverage best-in-class knowledge and expertise to inform, develop and improve outcomes for the children, families and schools we support.

We ask our staff team to share our core values of perseverance, integrity, compassion and creativity, and to have the skills and patience to support some of the UK's most vulnerable children and families.

## Vision

Place2Be's vision is for all children to have the vital support they need to help them build life-long coping skills and to thrive.

## Mission

Our mission is to improve the mental wellbeing and prospects of children, their families and school communities across the UK.

We provide access to emotional and therapeutic support and training within school communities, using tried and tested methods, backed by research.

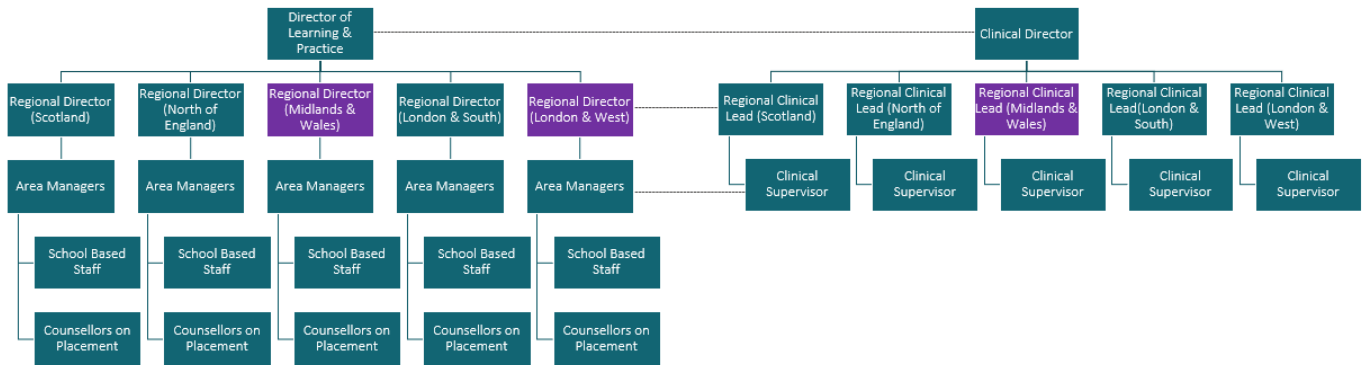
## Values

We are committed to our values: **Perseverance; Integrity; Compassion and Creativity.**

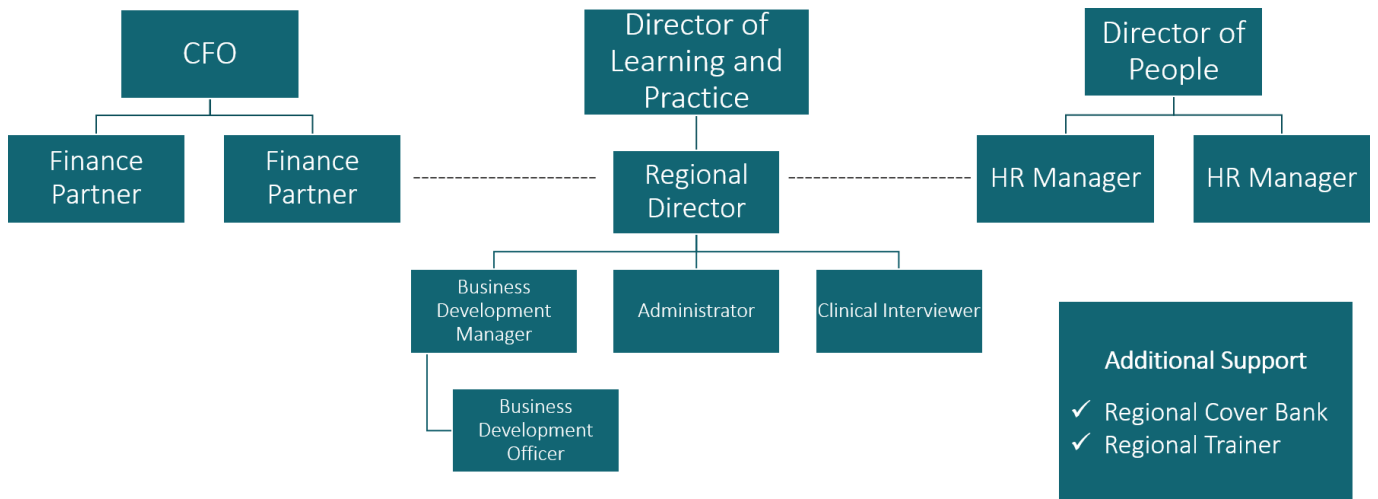


# Organisational charts

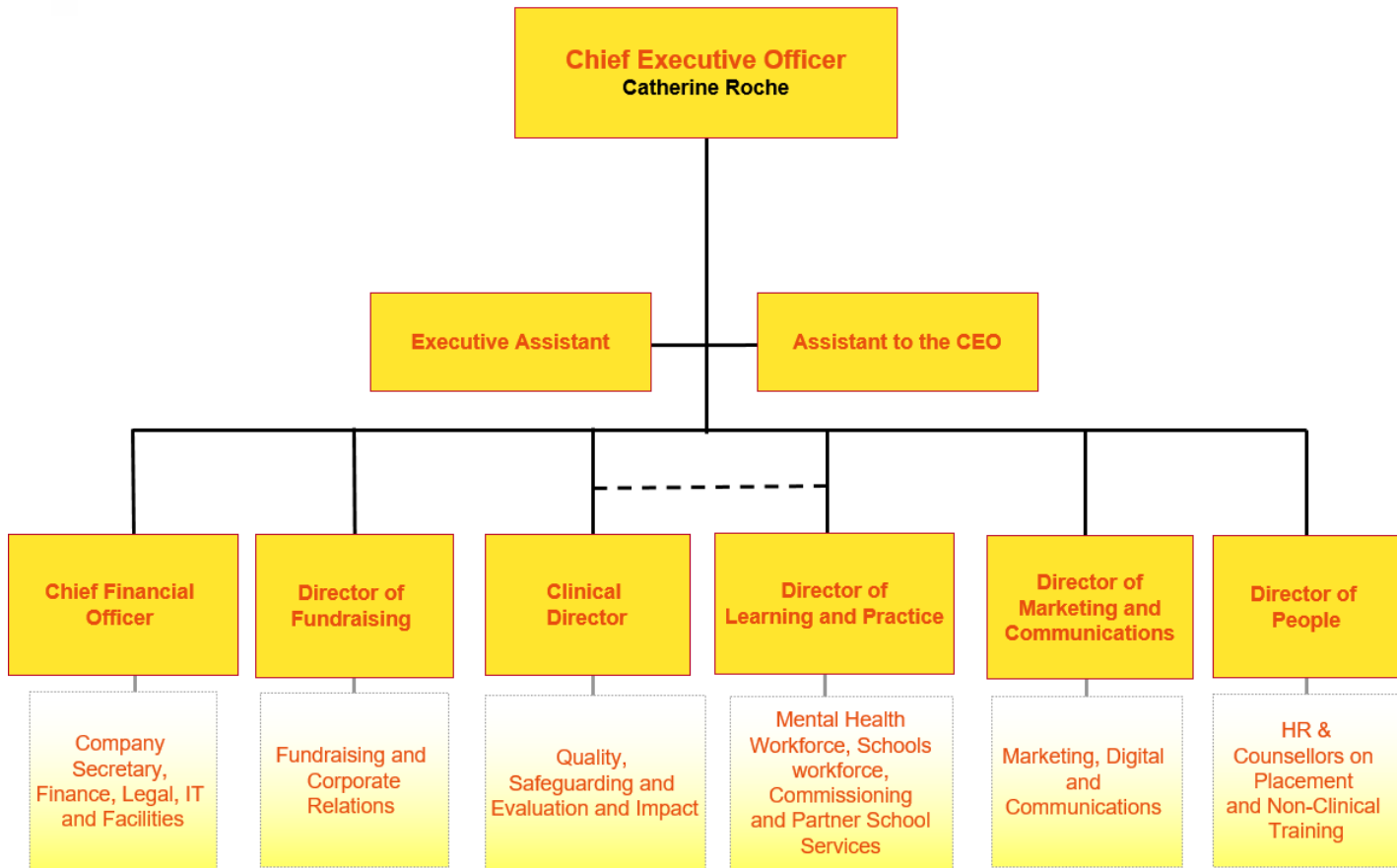
## Service Delivery Structure – Line Management



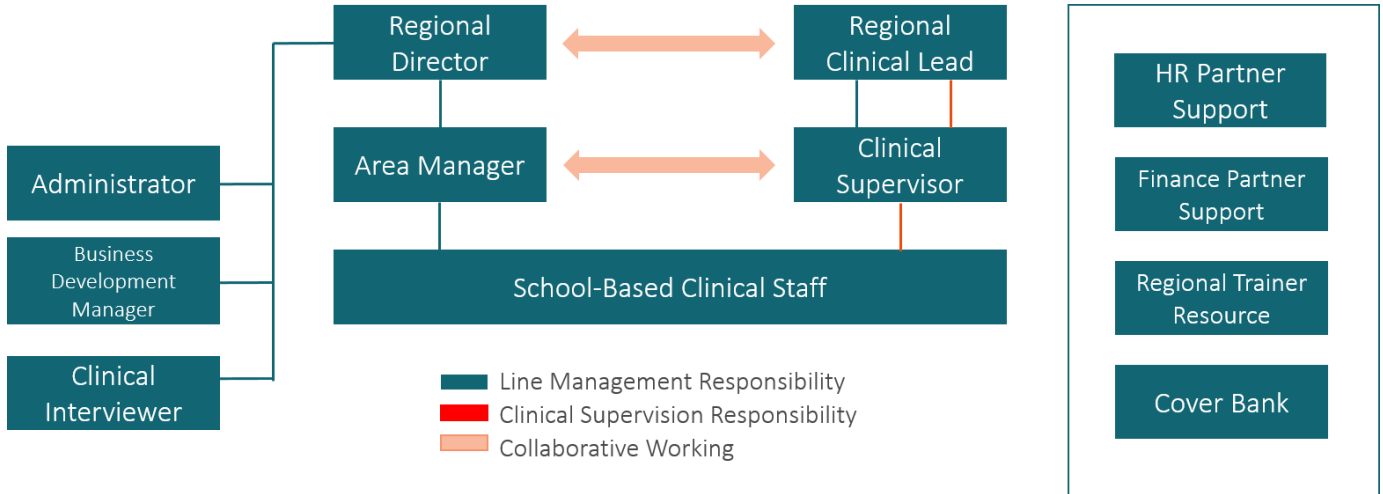
## Regional Support Team



# Executive Team



# Ways of working



# Key deliverables & areas covered

- Establish a new Place2Be service delivery Region in the Midlands and Wales, building on the success of the locally established area teams and expands our current footprint
- Drive and deliver quality standards in Place2Be schools
- Ensure policies and procedures are effectively implemented and adhered to
- Hold accountability for school retention and development of best in class partnerships with schools
- Key responsibility for Safeguarding
- Accountable for service delivery, including resourcing such as staff and Counsellors on Placement
- Business development in partnership with BDM, diversifying income sources
- Building relationships with local agencies including NHS and Local Authority links for example
- Financial accountability for region
- Represent Place2Be externally to a range of stakeholders



Current Areas (up to 19 projects in each at capacity)

East Midlands

West Midlands

South Wales



# Job description

<b>Job Title:</b>	Regional Director
<b>Reporting to:</b>	Director of Learning and Practice
<b>Direct Reports:</b>	Area Managers, Business Development Manager, Administrator
<b>Hours:</b>	Full Time
<b>Salary:</b>	£56K
<b>Location:</b>	Midlands or Wales

## Overall Purpose:

As a senior manager you will provide strong strategic and professional leadership for all aspects of Place2Be service delivery; translate and deliver Place2Be's mission, values and business priorities into operational plans, KPIs and local delivery.

## Key Responsibilities:

### Leadership and management of Place2Be school based mental health services

- Drive and deliver high quality standards in Place2Be schools; ensuring standards are met or exceeded
- Ensure policies and procedures are effectively implemented and adhered to
- Hold accountability for school retention and development of best-in-class partnerships with Place2Be schools
- Identify opportunities for growth and development through partnership building with a range of stake holders such as Clinical Commission Groups, Academy Trusts etc
- Lead, build and develop effective relationships with the regional Business Development Managers and Regional Clinical Lead to ensure continued delivery and expansion of Place2Be services
- Take lead responsibility for safeguarding management and work with the Head of Safeguarding to ensure best practice of all safeguarding issues and concerns in line with Place2Be's policy
- Accountable for Place2Be service that delivers a whole-school approach to mental health; involving sourcing adequate numbers of trainee counsellors through local colleges, universities and other providers.
- Ensure the Area Managers are effectively monitoring service delivery and reporting regularly on any issues that require escalation, taking appropriate action to ensure we are delivering to contract requirements and maintaining excellent relationships with our partner schools
- To work with the central Recruitment team to ensure they are using appropriate media to advertise vacant paid roles and using innovative recruitment resourcing methods to attract more Counsellors on Placement.





### Using evidence, best practice and sector developments to inform service improvement

- To be accountable for the quality and quantity of accurately recorded timely service delivery data within local area, in collaboration with direct reports and the research and evaluation team
- Use data to identify and draw attention to trends and opportunities to inform service delivery improvements
- To promote and nurture a culture of service improvement, promoting evidence-based practice and use Place2Be evaluation data to inform service improvement
- To provide regular reports to the Executive Team on service delivery; examples include service delivery, counsellor on placement fill against agreed targets
- Continue to innovate, constructively challenge and seek to improve the outcomes and range of services provided by Place2Be

### Leadership, management, learning and development of Place2Be's people

- Role model highest standards of performance management, identification of talent, people development and mentoring
- Undertake management responsibility, including regular line management, across a team of regional Area Managers, reviewing on an ongoing basis service delivery in line with agreed outputs and KPIs
- Lead, build and develop field-based service management teams, ensuring appropriate professional development, training and succession plans are in place and that resources are available to meet service commitments
- Role model a commitment to equal opportunities for both stakeholders and staff by ensuring team are appropriately trained in diversity awareness
- Ensure all team members are meeting the competencies required for their role and as outlined in performance objectives, as well as ongoing quality review of practice
- Ensure performance management systems are in place and operate effectively to improve individual and team performance
- Work collaboratively with the designated Regional Clinical Lead in the management of clinical competencies of the clinical teams, through regular open communication
- Hold an overall picture of service delivery needs within local region and the staff resources which are required to meet the needs, including the development of a local talent pool in partnership with the HR team
- To role model the Place2Be values of Perseverance, Integrity, Compassion and Creativity and be an ambassador for the organisation .

### Showcase, represent and share good practice

- Establish Place2Be as a best-in-class organisation, working with colleagues such as the Regional Clinical Lead, to share learning and good practice with wider organisations, partners and agencies
- Represent Place2Be externally, speaking at conferences, events and supporting the Communications team with media opportunities as appropriate



### Finance, Funding and Budgetary Responsibility

- To develop an annual service budget for agreement by the Chief Financial Officer and Director of Learning and Practice. To work with Area Managers to set the annual budget for service delivery; to be responsible for monitoring and managing spend against agreed budget. Assess targets against budget and report on performance on a monthly basis.
- To assist the Fundraising team with development of major funding applications or bids as appropriate and timely reporting on progress to funders
- Maintain a working knowledge of the costs to provide Place2Be services in a region, maximise efficiency to invest in further services
- Contribute data and insight to monthly performance data pack and report

### Identify new business opportunities with schools and partners in your area

- Accountability for development and delivery of regional operational plan, including a schedule of new business
- Develop, build and maintain a network of key people in your region including representatives from Local Authorities, Clinical Commissioning Groups, Mental Health Trusts, key Academy Trusts etc.
- Work with colleagues to innovate, monitor progress and share best practice
- Identifying new business opportunities, in collaboration with the Business Development Manager, through a variety of sources such as statutory services contracts, regional academy trusts and / or local schools
- Lead on the identification of regional development bids and support the Business Development Manager to populate funding applications or bids, specifically with service delivery components.
- Develop regular reports for funders on service delivery to service agreement and outlining reasons for any deviations

### Risk Management

- To be accountable for managing risk within the region, ensuring staff are complying with risk management requirements and are recording and following up serious issues on the corporate risk register. Monitor progress on the corporate risk register and ensure that issues are closed once completed.

### Safeguarding

- Ensure all staff and Counsellors on Placement in the Team are recruited, trained and monitored in line with the organisation's quality standards for safeguarding.
- Ensure that the Policies and Procedures in respect of safeguarding are complied with and to contribute to any updating as required.
- Liaise with the Head of Safeguarding and the Safeguarding Team to review data outputs and trends to help shape strategic developments and training needs.

### Diversity & Inclusion

- A commitment to diversity and inclusion and equality of opportunity



# Person specification

Criteria	Criteria E = Essential D = Desirable	Measured by A = Application I = Interview
<b>Qualifications</b>		
Degree level or equivalent	E	A
<b>Qualities</b>		
Showing initiative, problem solving and openness to change	E	A/I
A collaborative team player, concerned with team success as well as individual performance	E	A/I
Visible leadership skills, with an ability to motivate others, reflecting Place2Be's values	E	A/I
Good listener who challenges constructively and responds well to feedback	E	A/I
Constructive and energetic bringing positivity and enthusiasm	E	I
An appreciation for and commitment to improving children's mental health	E	A/I
<b>Experience</b>		
Has led multi-functional teams at senior management level and fostering a culture of learning, growth and professional development	E	A/I
A track record of delivering results with quality outcomes	E	A/I
Demonstrable experience in leading and developing clinical services for children and young people	E	A/I
Has built and nurtured strong relationships both internally and externally	E	A/I
Has held responsibility for financial and budget management including planning, development, forecasting, setting,	E	A/I
Has experience of working with schools or within the educational sector	D	A/I
<b>Knowledge and Skills</b>		
A proven ability to think strategically, use initiative and to actively seek innovative approaches to problem solving and delivering results	E	A/I
Strong interpersonal skills including motivation, negotiating, influencing and networking to build strong internal and external relationships	E	A/I
A sound understanding of quality assurance and effective performance monitoring	E	A/I
Numerate with an ability to understand, analyse and make effective use of data	E	A/I
Ability to multi-task, be flexible and show an ability to manage conflicting priorities	E	A/I
An ability to motivate staff and to build and lead teams reflecting the organisation culture and values	E	A/I
An ability to influence and shape the external environment in which Place2Be operates in order to achieve high quality mental health outcomes for children and young people	E	A/I



### Child protection and safeguarding

A clear understanding of Place2Be's child protection and safeguarding procedures and commitment to the safeguarding of children and vulnerable adults

E

A/I

An ability to manage and oversee all safeguarding and child protection cases within a region

E

A/I

### Stakeholder Engagement and Communications:

Able to influence people at all levels, in a clear, persuasive and tactful way

E

A/I

Excellent written communication skills to write senior and complex correspondence, reports, procedure and processes

E

A/I

Able to present ideas to a wide audience, including acting as a key regional representative for Place2Be

E

A/I

### IT:

Excellent knowledge of general IT systems and MS Office applications (Word, PowerPoint, Excel)

E

A/I

Experience of using a CRM database and designing and producing reports

E

A/I

### Diversity & Inclusion:

A dedicated commitment to diversity and inclusion and equality of opportunity

E

A/I



# Benefits

**Place2Be has been making a positive impact on children's lives for over 25 years.**

But we couldn't do this without our team of talented and motivated staff.

While working for Place2Be, you will receive a competitive benefits package, which includes:

- Enhanced Annual Leave entitlement
- Flexible working
- Learning and Development Programme
- Contributory Pension Scheme of 5%
- Life Assurance - 4x gross annual salary
- Employee Assistance Programme
- Cycle purchase and season ticket loan schemes
- Eye care vouchers
- Mobile phone discount with EE.

## **Family friendly practices**

We offer flexible working arrangements to accommodate the needs of our staff. We also offer extended maternity/paternity pay after two years of service with us.

## **Professional development opportunities**

A selection of training workshops are available for employees to support them in their roles and to assist them with their Continued Professional Development plan.

## **Career progression opportunities**

Nearly half of our school-based staff started their journey with us as a Counsellor on Placement. Use our Career Pathway toolkit to see how you can develop in your career.



If you would welcome the opportunity to be considered for this position, please visit our [website](#) where you can submit your on-line application.

When applying please ensure you:

- Demonstrate your experience, skills, knowledge and attributes that you would bring to the role.
- Outline why you are interested in becoming our Regional Director.

Please could you also let us know if you will require any special provision should you be called forward for interview.

## Timetable

Activity	Date
Closing date for applications	Midnight Tuesday 27th April 2021
First stage interviews	Tuesday 4 <sup>th</sup> May 2021
Second stage interviews	Friday 7 <sup>th</sup> May 2021

If you wish to have an informal discussion, have any queries on any aspect of the appointment process, or need additional information please contact:

**Patrick Johnston (Director of Learning and Practice)**

[patrick.johnston@place2be.org.uk](mailto:patrick.johnston@place2be.org.uk)

